



The Tourism Experience and Mapping for Design



- 1** Defining tourism experience
- 2** Identifying the signifiers of tourism experience
- 3** Measuring tourism experience
- 4** Mapping tourism experience

Outline

What is Experience?

“The aggregate and cumulative customer perception created during the process of learning about, acquiring and using a product or service” (Carbone&Haeckel 1994)

“..engage individual customers in a way that creates a memorable event” (Pine & Gilmore, 1999)

Experience...

Requires active Participation

Implies acquisition of knowledge and sensations

Creates emotional connections

Defining experience

THE MEANINGS OF EXPERIENCE

Reflects an overall
integration of a life time

Reflects an **instantaneous**
response to the environment



Reflects an evaluation of interaction
at an event or trip

Defining experience

THE DIFFERENT MEANINGS OF EXPERIENCE

Experience as 'noun'

Experience as 'verb'

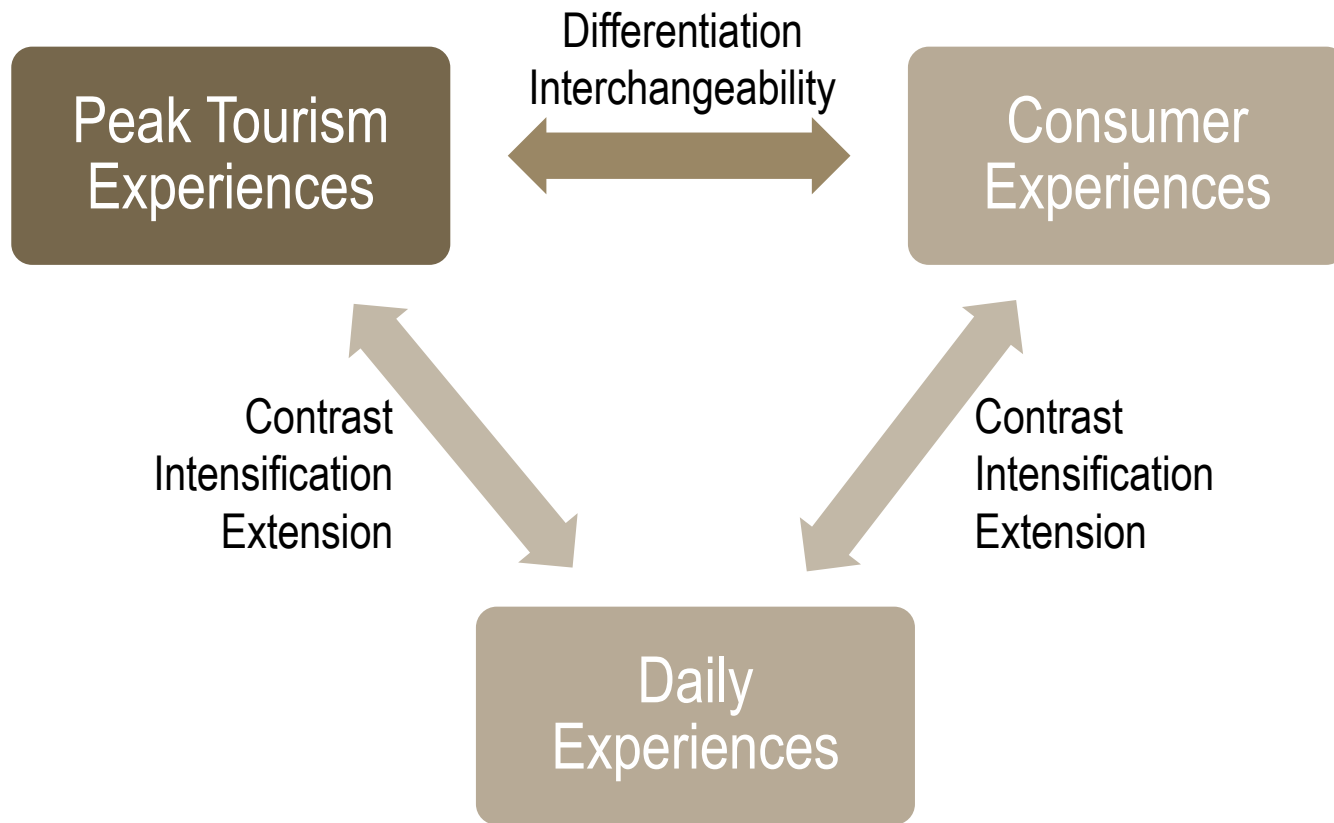


- An emotional, spiritual, psychological, or learning **outcome** (e.g., Schänzel & McIntosh, 2000)
- Epistemological perspective: accumulated skills, familiarity to places, artefacts and methods and constitutes our entire empirical knowledge (Lash, 2006)
- Creating our 'life world' (Gelter 2006)

- A transformation **process** (e.g., Otto & Ritchie, 1996; Pine & Gilmore, 1999; Gupta & Vajic 2000)
- Ontological perspective: a cognitive happening restricted in space and time / phenomenological interaction with the world (Lash, 2006)
- Creating our 'lived experiences' (Gelter 2006)

An experience is “**a mental journey that leaves the customer with memories of having performed something special, having learned something or just having fun**” (Sundbo & Hagedorn-Rasmussen, 2008, p. 83).

Multiple perspectives



Components of the tourism experience

Touristic experience vs. everyday experience

- *Contrast* to everyday experience
 - Strange, novelty seeking
- *Intensification* of everyday experience
 - Intensify self identity
- *Extension* of everyday experience
 - Preference brought from home

The tourism experience

Touristic experience vs. everyday experience

Generalizing vs. Pluralizing

– no “typical” tourism experience



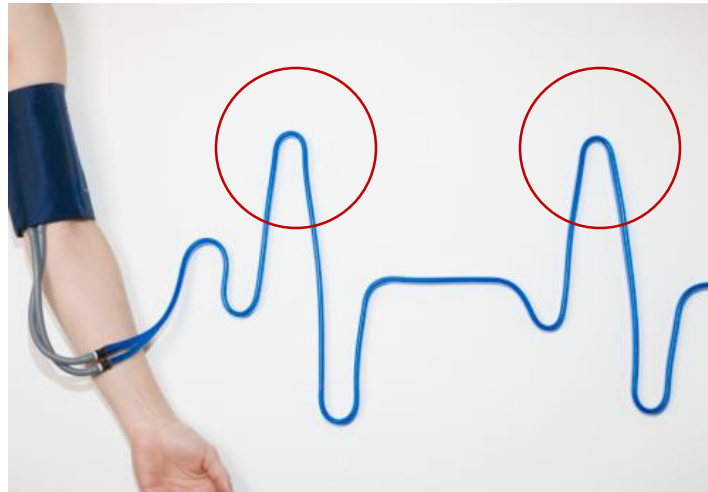
The tourism experience

Objects vs Subjects



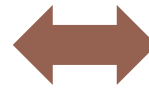
Individuality

Tourism = Heightened Moments ?



Intensity

Peak vs. Complement



What am I doing here?

...freedom!!

Intensity

Space & Time



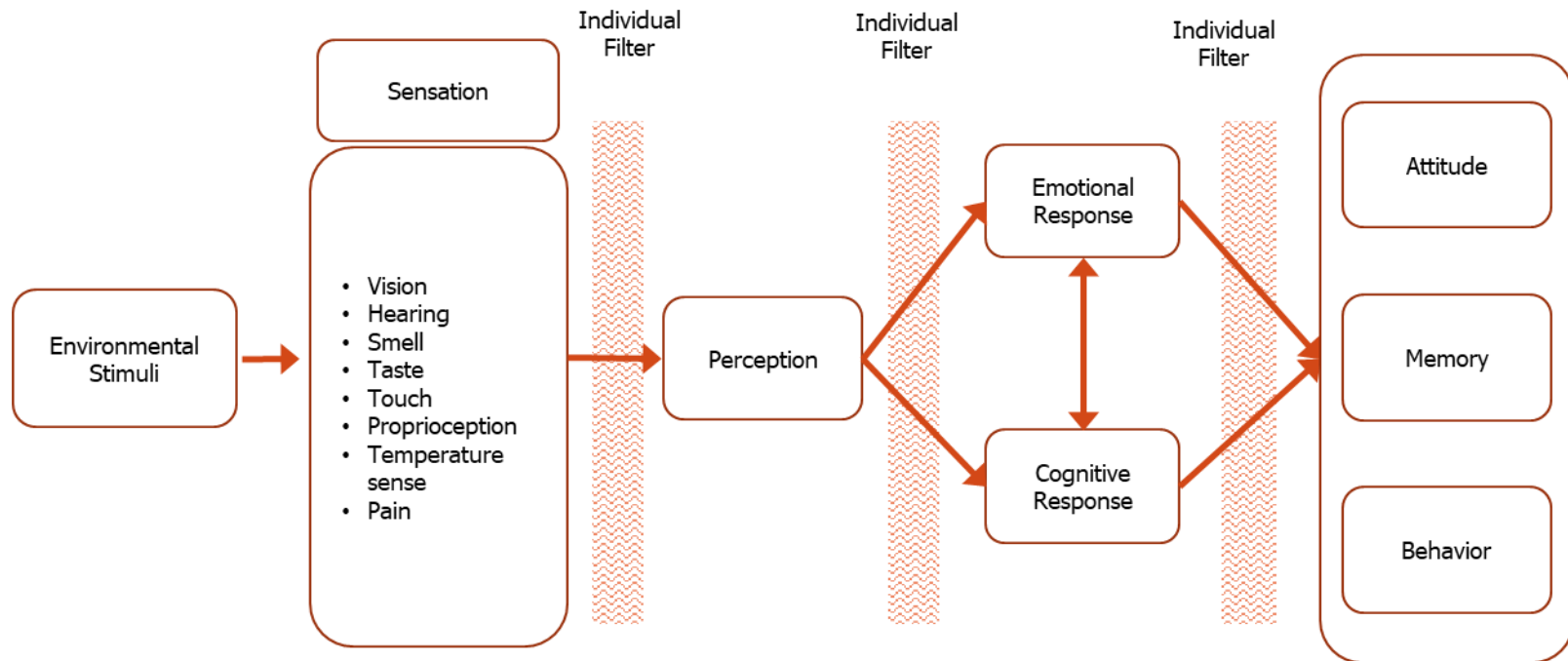
Temporality

Touristic experience chronically defined



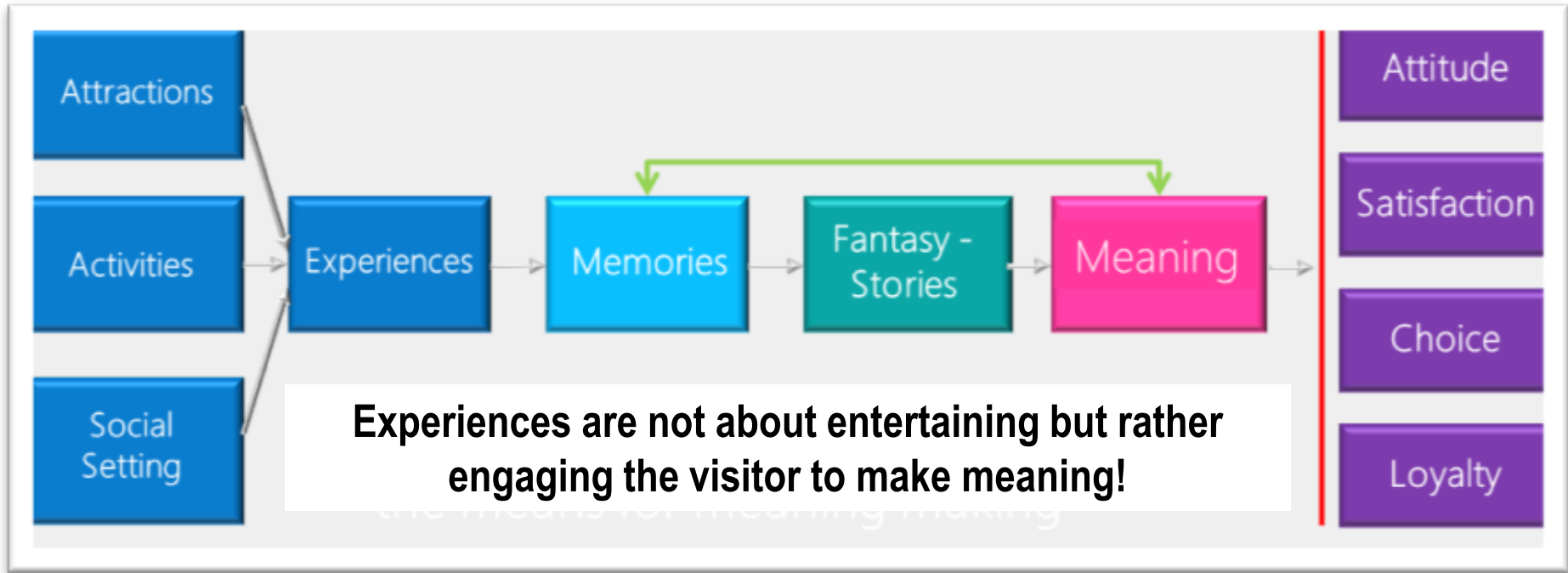
The tourism experience

Tourism Experience Process



Emotions and experiences

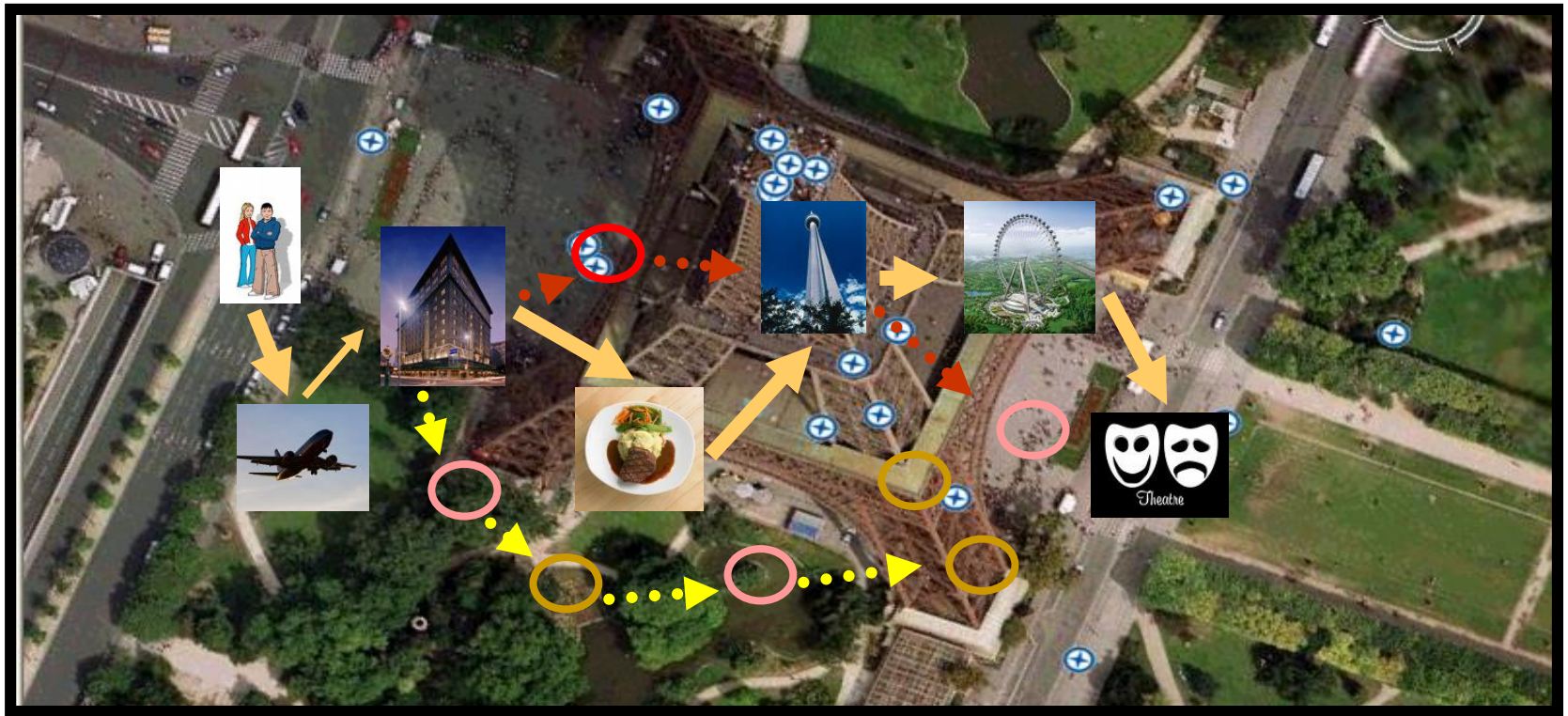
Tourism Experience Process



The experience formation process

Mapping the trip journey

Touchpoints – The Experience Value Chain



Touchpoints – The Experience Value Chain



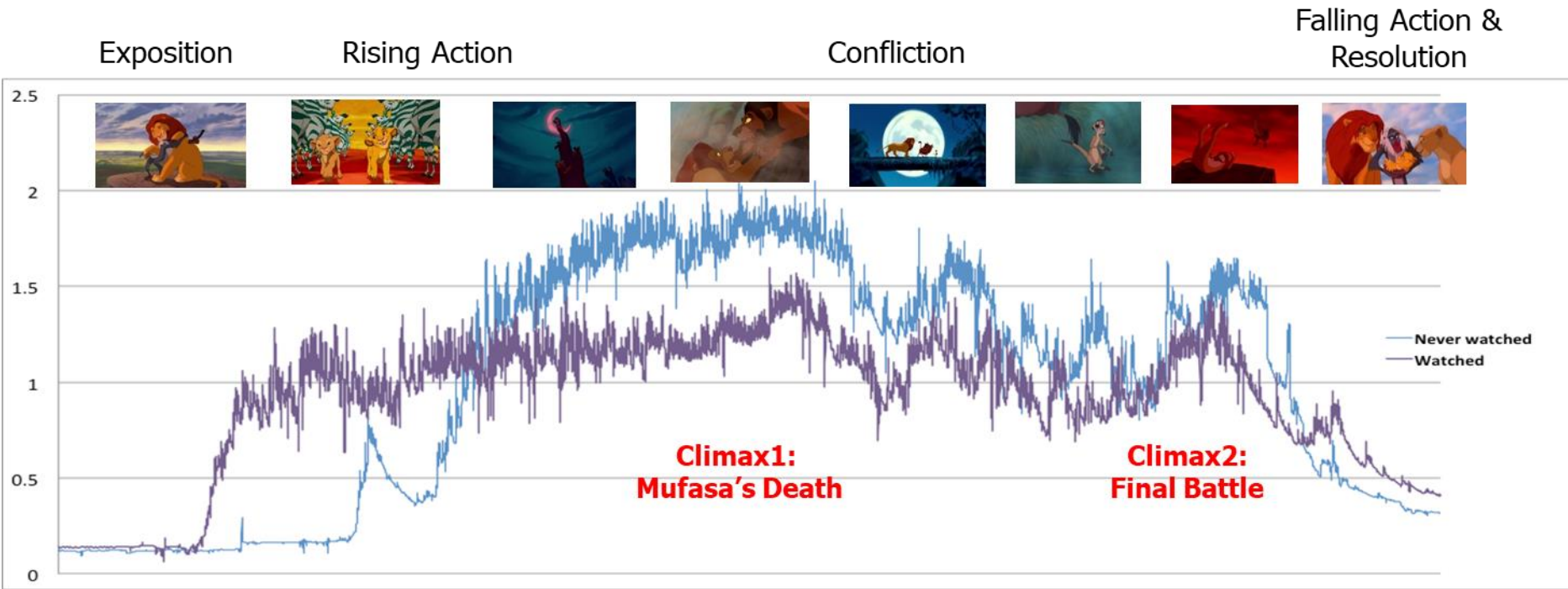
Touchpoints – The Experience Value Chain

Customer Journey Mapping

UNDERSTANDING HOW YOUR CUSTOMER INTERACTS
WITH YOUR BRAND

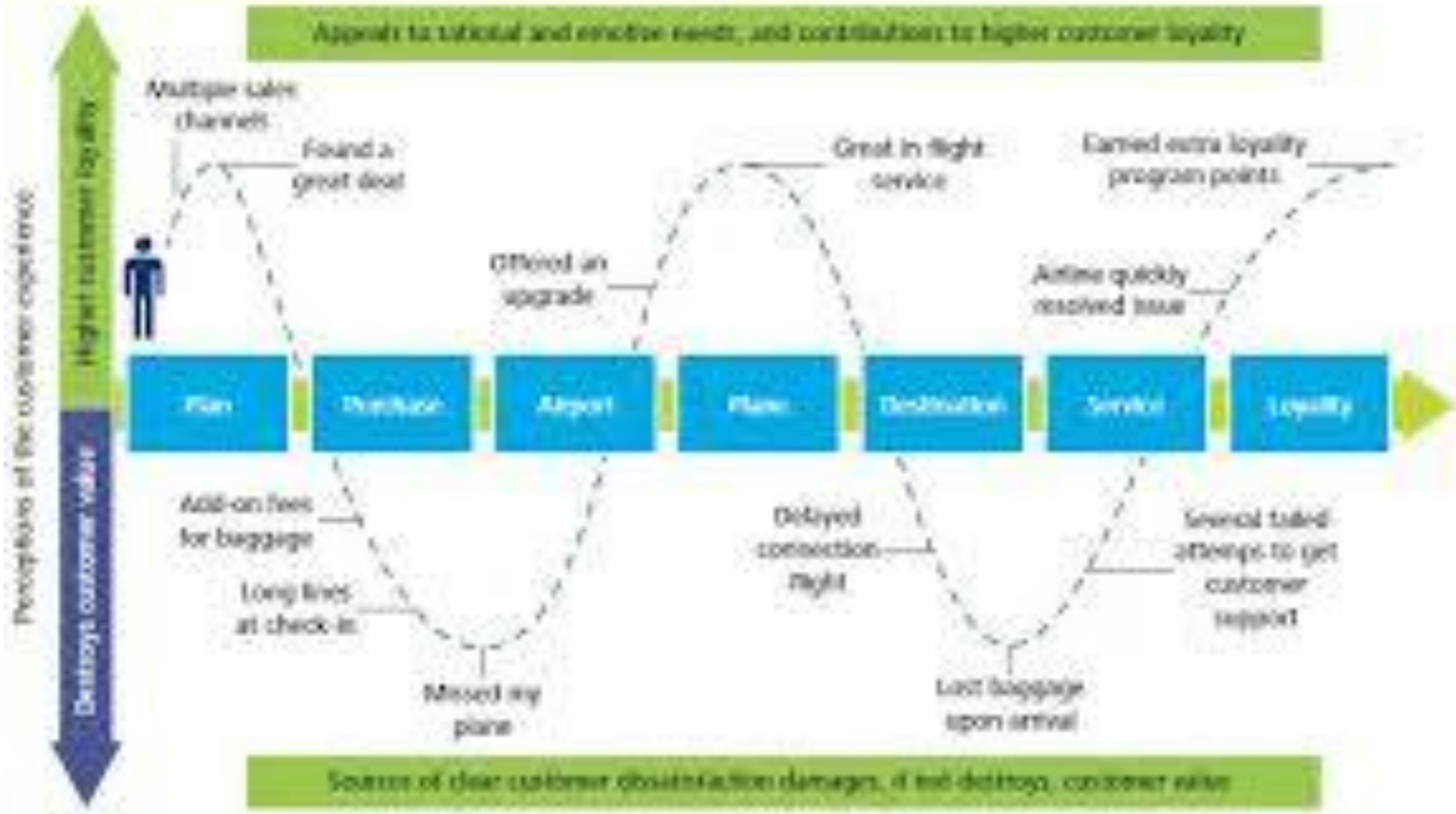


Structuring emotions

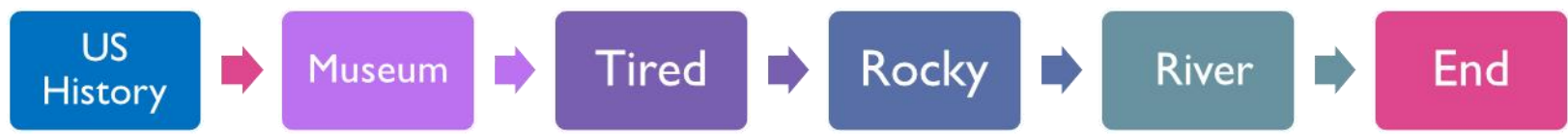
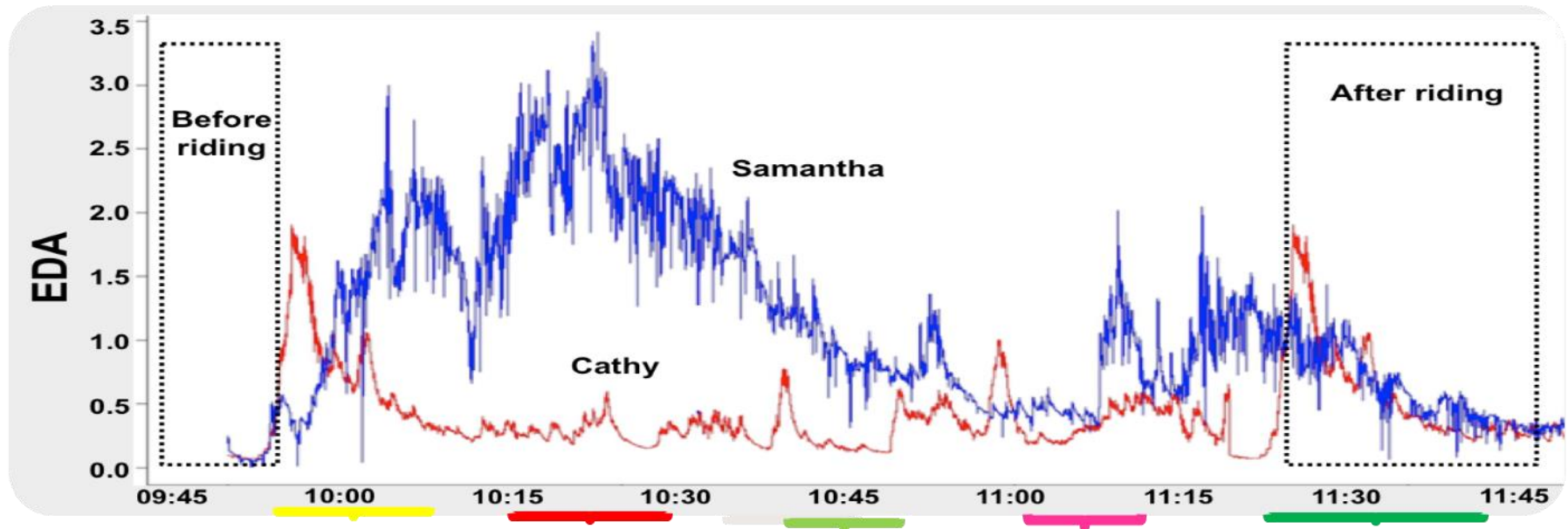


Emotions across a trip

Figure 8. Planning customer interaction across the lifecycle (as a table)



Structuring the tourist experience - Event Theory



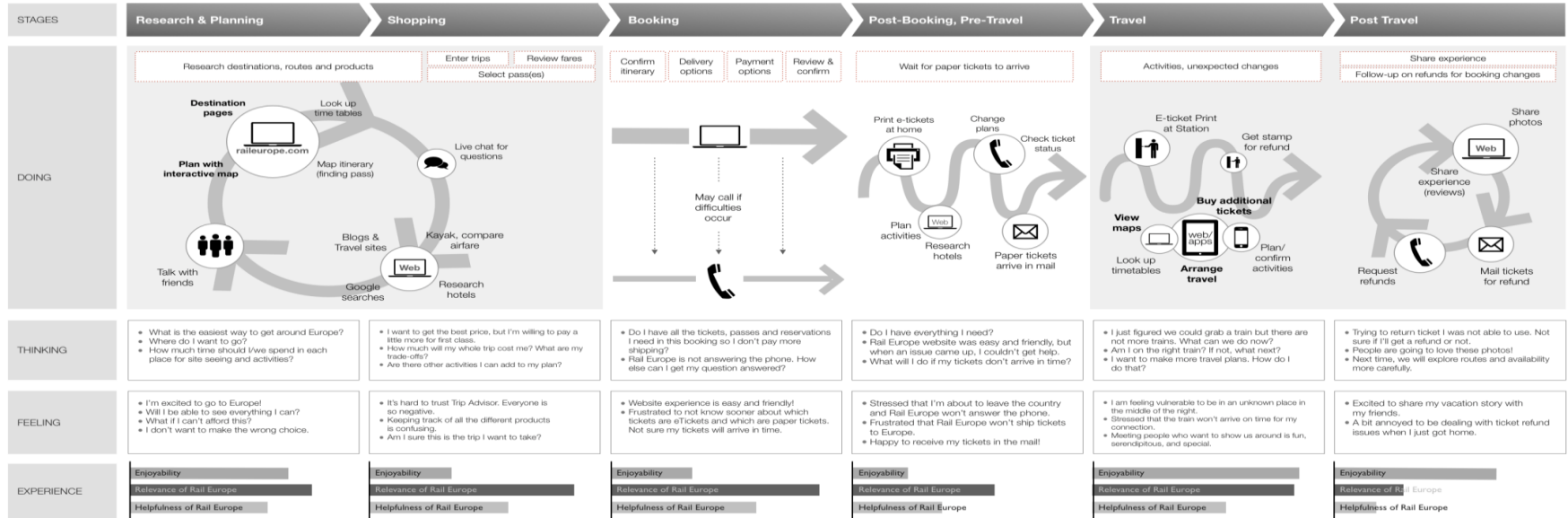
Blue printing – The basic tool guiding experience design

Rail Europe Experience Map

Guiding Principles

- People choose rail travel because it is convenient, easy, and flexible.
- Rail booking is only one part of people's larger travel process.
- People build their travel plans over time.
- People value service that is respectful, effective and personable.

Customer Journey



Opportunities

GLOBAL	PLANNING, SHOPPING, BOOKING	POST-BOOK, TRAVEL, POST-TRAVEL
<p>Communicate a clear value proposition.</p> <p>STAGE: Initial visit</p>	<p>Enable people to plan over time.</p> <p>STAGES: Planning, Shopping</p>	<p>Improve the paper ticket experience.</p> <p>STAGES: Post-Booking, Travel, Post-Travel</p>
<p>Help people get the help they need.</p> <p>STAGES: Global</p>	<p>Visualize the trip for planning and booking.</p> <p>STAGES: Planning, Shopping</p>	<p>Accommodate planning and booking in Europe too.</p> <p>STAGE: Traveling</p>
<p>Support people in creating their own solutions.</p> <p>STAGES: Global</p>	<p>Connect planning, shopping and booking on the web.</p> <p>STAGES: Planning, Shopping, Booking</p>	<p>Proactively help people deal with change.</p> <p>STAGES: Post-Booking, Traveling</p>
<p>Make your customers into better, more savvy travelers.</p> <p>STAGES: Global</p>	<p>Aggregate shipping with a reasonable timeline.</p> <p>STAGE: Booking</p>	<p>Communicate status clearly at all times.</p> <p>STAGES: Post-Booking, Post-Travel</p>



Key questions in the mapping the trip experience

Mapping the user experience

Adapt this to describe someone's experience as they interact with an issue, service or organization over time

Whose experience is this?	Time ►	Find out about it	Decide to engage	First interaction with or use of the service	Later interactions	Ending/closing
What the person does, intends, knows, says, feels...						
Touchpoints and devices the person interacts with—eg website, apps...						
Where the interactions happen...						
How it feels						
Other people involved—eg service staff, family and friends, bystanders...						
Why the user is interacting with the service...						
What using it means for the person...						
Issues in how things are						
Opportunities How they could be different						

Translating the story for impact

Telling stories

Use this structure to tell a story about the change you want to happen

Use as many scenes as you need in each act to tell the story, resulting in perhaps 10 scenes

Act 1

Set up the issue/challenge and how and why it matters to someone

Sketch what happens

Describe what happens

Who is involved (people and organizations), what they do, know, say or feel, where things happen, what touchpoints or technologies are involved?

Implications for the organization(s) involved

Implications or requirements for the technologies involved

Act 2

Describe the change

Sketch what happens

Describe what happens

Who is involved (people and organizations), what they do, know, say or feel, where things happen, what touchpoints or technologies are involved?

Implications for the organization(s) involved

Implications or requirements for the technologies involved

Act 3

Describe the result of the change

Sketch what happens

Describe what happens

Who is involved (people and organizations), what they do, know, say or feel, where things happen, what touchpoints or technologies are involved?

Implications for the organization(s) involved

Implications or requirements for the technologies involved

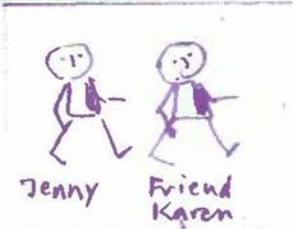
Translating the story for impact

steve's experience of volunteering					
steve-24	Find out	Commit	training/prop.	Volunteering	Ending
	Hears from a friend who is volunteering	Attends a 2 hour intro session	Attends a weekend training session	Does the volunteering	Attends a feedback session
Touchpoints	LOOKS online, ASKS friends LOOKS at posters in library and community venues	Fills in application form <input type="checkbox"/> axA with volunteer co-ordinator	meets others being trained as well as other volunteers Receives manual & guidelines <input type="checkbox"/>	Expenses form <input type="checkbox"/> Access to member by phone 	Feedback form <input type="checkbox"/> Reference <input type="checkbox"/>
why?	Wants to do something meaningful, wants to build experience, & do something he feels equipped to do	signs up to move things on but still unsure of implications	Builds confidence, understands monitoring & support process	It's now real but steve is not confident he's doing the right things. The service gives him backup	opportunities for self-reflection, and to confirm that he volunteered.
Issues	How to really understand what's involved	Concerns about being able to hop on/off as things change. Likely to be put off	Long gap between app. and training to check references	Has lots of questions but is aware co-ordinator doesn't have much time to talk	How to handle assessment & disciplinary & safety issues
opportunities	Access to volunteer stories	Better signposting to things he can do & will enjoy	Access to existing volunteers early on to hear stories	provide continued mutual peer support between volunteers & mentors	How to articulate impact.

Translating the story for impact

STORYBOARD from sign up to start for the Tech Friends Befriending service

DAY 1



Jenny decides to sign up as a tech friend to get some work experience



She's worried about how long she'll have to commit for, if she gets a job or moves

DAY 2



Jenny does an online face to face interview
Ⓢ Fast response to sign up

DAY 3

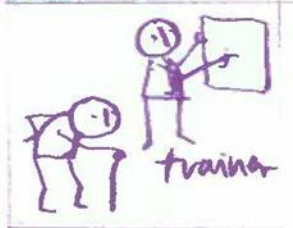


Back office team check Jenny's references & review her skills



Meanwhile Jenny looks at blogs to learn more about befriending services and what to expect
Ⓢ online case studies

DAY 21



Jenny attends a training session (expenses paid) which includes role play about handling difficult situations



Jenny has a one-to-one session to review what she wants to contribute and get out of it

DAY 24

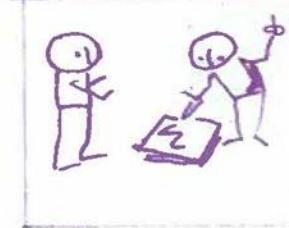


The Local service matches Jenny with an older person
Ⓢ up to date database

DAY 28



Jenny visits Fred in his home for tea. Next time she'll help him skype his grandson



Jenny's local mentor debriefs her, makes sure she is back safe and they plan the next visits

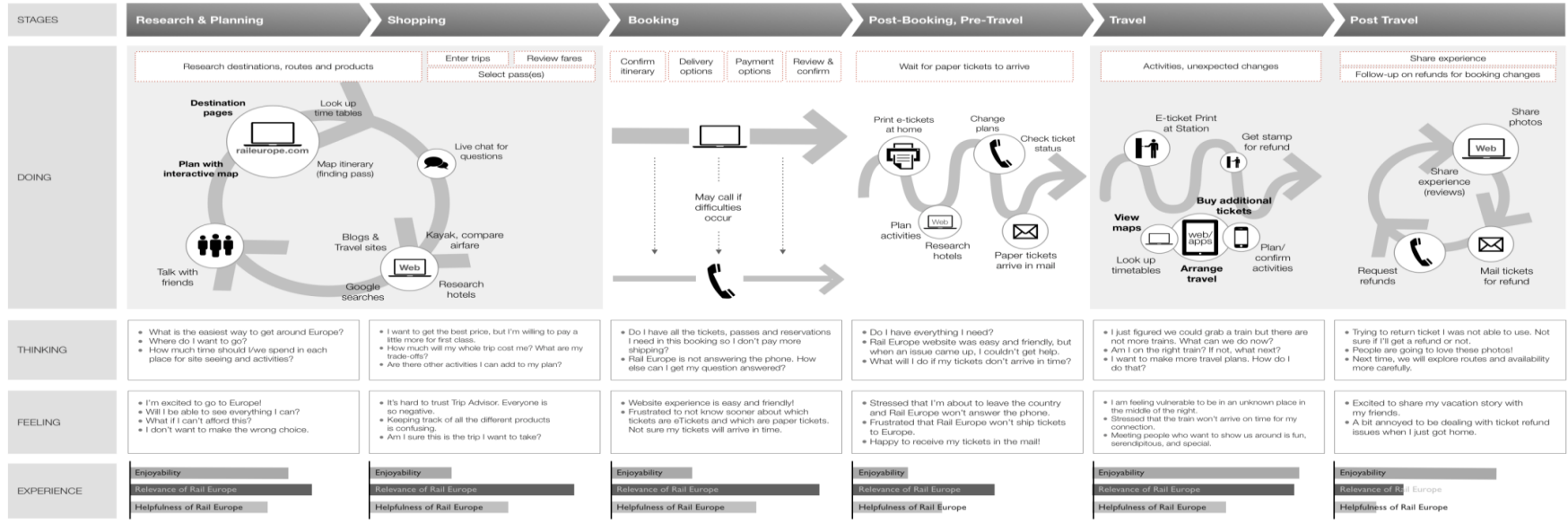
Blue printing – Adding emotions and design elements

Rail Europe Experience Map

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Customer Journey



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<ul style="list-style-type: none"> Help people get the help they need. 	<ul style="list-style-type: none"> Visualize the trip for planning and booking. 	<ul style="list-style-type: none"> Accommodate planning and booking in Europe too.
<ul style="list-style-type: none"> Support people in creating their own solutions. 	<ul style="list-style-type: none"> Connect planning, shopping and booking on the web. 	<ul style="list-style-type: none"> Proactively help people deal with change.
<ul style="list-style-type: none"> Make your customers into better, more savvy travelers. 	<ul style="list-style-type: none"> Aggregate shipping with a reasonable timeline. 	<ul style="list-style-type: none"> Communicate status clearly at all times.



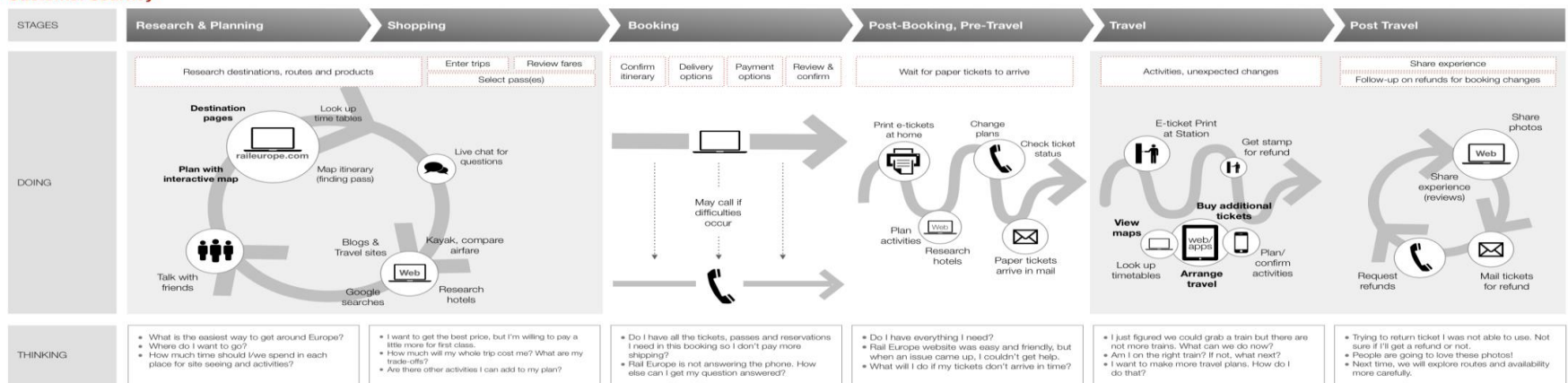
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Customer Journey



Joy						
Anger						
Etc.						
Theme						
Stories						
Etc.						

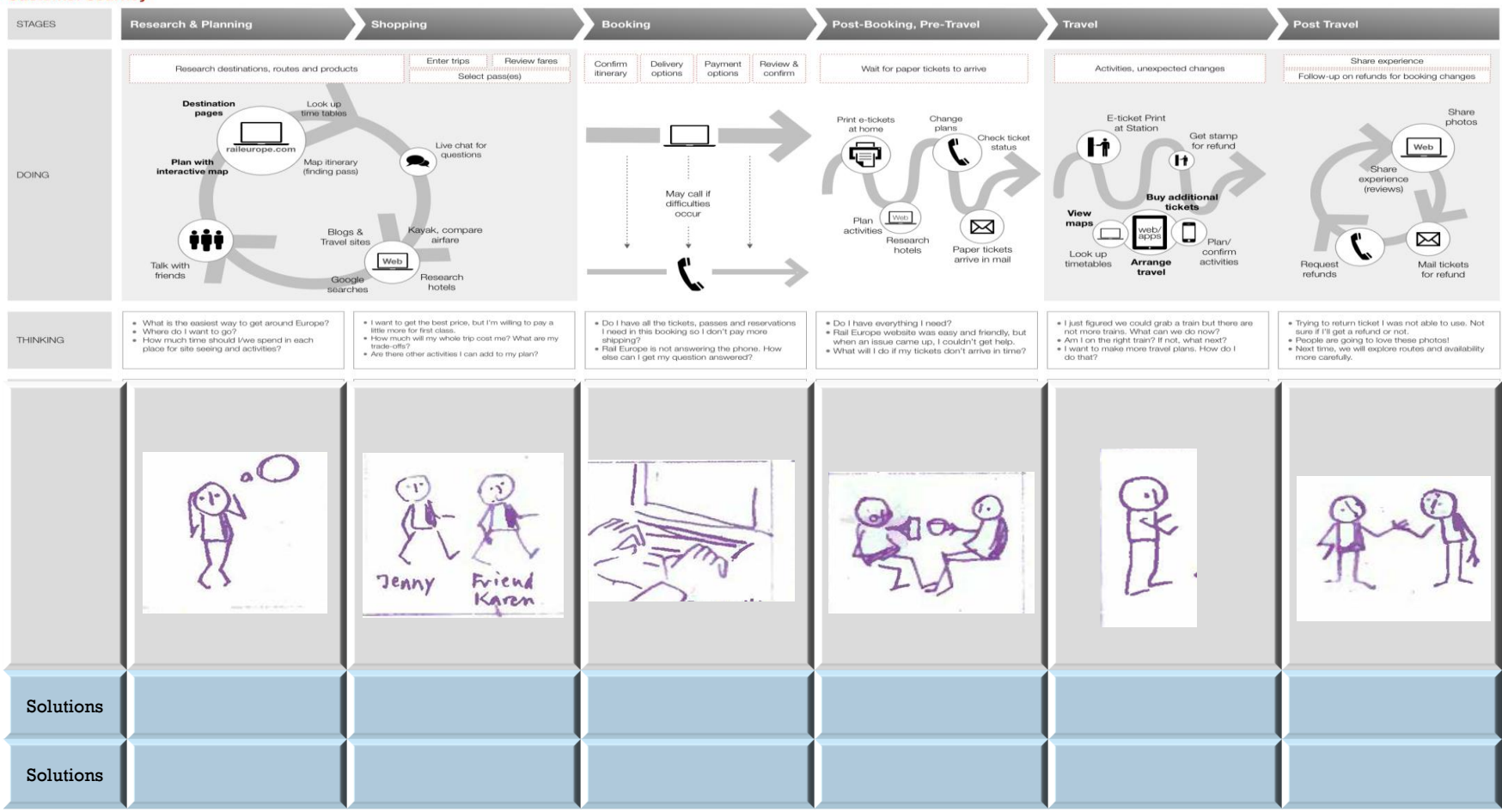
Blue printing – Story boarding and developing strategy

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Customer Journey



Discussion ???